

7 J. C. Capay
3/3/52

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 29, 1952</u>			
Cancelled Feb. 29	GREENWOOD FURS' PRESS SHOWING OF SPRING COLLECTION, ORIGINALLY SCHEDULED FOR FRIDAY, FEB. 29 AT 3:00 P.M., HAS BEEN CANCELLED.		
Friday Feb. 29	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
6:00 P.M.- 7:00 P.M. Cocktails	"Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau, shown during cocktail hour. Feb. 29: Christian Dior. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Saturday March 1	SHOWING OF EASTER FASHIONS FOR CHILDREN	NAMM'S (BROOKLYN)	2ND FLOOR
11:30 A.M.	Presentation of Easter and Spring fashions for the younger set (tots to teens) by Namm's, in cooperation with "Parents" Magazine. Press invited. Open to public. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.		

WEEK BEGINNING MONDAY, MARCH 3, 1952

Beginning Monday March 3	"SPRING SALUTE" FABRIC FASHION SHOW "Spring Salute"--fabric fashion show, highlighting fashions created by American designers, interpreted for the home sewer in Advance Patterns.	MACY'S	6TH FLOOR FABRIC CENTER
11:00 A.M.; 2:00 P.M.; 4:00 P.M.	Open to public: Mon., Tues., Wed., March 3 - March 5 and Sat., March 8 at 11:00 A.M., 2:00 P.M., and 4:00 P.M.; also, Thurs., March 6 at 4:00 P.M. and 7:00 P.M. Publicity: Helen Law, CH. 4-2000, Ext. 2431.		
Beginning Monday March 3- March 8	SPRING & SUMMER HATS AND PARIS MODELS Mme. Aranka will introduce her associate, Mme. Margit Tulgay of the firm Mad-Mancy, Paris, and will present a combined showing of Spring and Summer hats with Mme. Tulgay's Paris collection. Daily showings for one week, from 11:00 A.M. to 5:00 P.M. Contact: Ann Rountree, PL. 8-2966.	ARANKA, INC.	410 PARK AVENUE SALON
11:00 A.M.- 5:00 P.M.			
Monday March 3- March 7	JOSEPH HALPERT'S SPRING DRESS COLLECTION Lord and Taylor will present the Joseph Halpert Spring dress collection, designed in America by Jacques Fath, at informal continuous showings, 2:00 P.M.-4:00 P.M., Mon., March 3 - Fri., March 7. Press invited. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
2:00 P.M.- 4:00 P.M.			
Monday March 3	PRESS PREVIEW: SPRING READY-TO-WEAR ORIGINALS	JAY THORPE	4TH FLOOR
2:30 P.M.	Presentation to the press of Jay Thorpe's ready-to-wear originals for Spring. By invitation only. <u>Showing to public on Tues., March 4, at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	TWENTY-THIRD ANNUAL ADVERTISING COURSE	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA
March 3- March 31 6:30 P.M.- 9:00 P.M.	The last five sessions of the 23rd Annual Advertising Course will feature discussions on publicity and public relations, advertising planning, media, budgets. <u>March 3: Speakers--</u> Caroline Hood, director of Public Relations at Rockefeller Center; and Eleanor Lambert. Contact: CI. 5-4149.		
Monday March 3- March 5	SECOND ANNUAL NATIONAL PRESS WEEK IN DALLAS	DALLAS FASHION CENTER	DALLAS, TEXAS
	National Press Week in Dallas for newspaper fashion editors and syndicate writers, with showings by 19 leading manufacturers. By invitation. Publicity: Virginia Shaeffer, Manager, Dallas Fashion Center, Dallas.		
Tuesday March 4 10:30 A.M.	SPRING FUR COLLECTION AT PRESS PREVIEW	GEORGES KAPLAN	730 FIFTH AVENUE ARCADE
	The press will be invited to a preview of Spring furs by Georges Kaplan. By invitation. Contact: Mildred Faulk, Broderick-Devlin-Rosegren, PL. 5-3074.		
Tuesday March 4 12:00 Noon Luncheon	OPENING OF NEW SHOWROOM	BACHMANN UXBRIDGE WORSTED COMPANY	1407 BROADWAY SHOWROOM-PENTHOUSE
	Bachmann Uxbridge Worsted Co. will invite the press to the opening of their new offices at 1407 Broadway. <u>Luncheon for trade on Tues., March 11, at 12:00 Noon.</u> By invitation. Contact: Jack Exton, GR. 5-1240.		
Tuesday March 4 2:30 P.M.	PRESENTATION OF MEN'S SPRING FASHIONS	SAKS 34TH STREET	6TH FLOOR MEN'S SHOP
	Eagle Clothes for men will be presented at Saks 34th Street. Press invited. Open to public. Publicity: Rita Dobbins, LA. 4-7000.		

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEW OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday March 4	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.,	TE. 8-8171
Tuesday March 4	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 5	<u>MILGRIM</u> At 11:30 A.M.	6 WEST 57TH ST.	PUBL.: LILLIAN GREER,	CI. 7-7200
Wednesday March 5	<u>HATTIE CARNEGIE</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL.: BETTY RHINEHART,	PL. 5-2600
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Thursday March 6	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Monday March 10	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD,	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 4	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 2).		
Wednesday March 5 9:30 A.M. Coffee	SPRING FASHIONS AT PRESS PREVIEW Semi-annual fashion show for the press by Bloomingdale's, presenting ready-to-wear Green Room fashions for Spring. Showing at 10:00 A.M. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
March 5	MILGRIM'S CUSTOM COLLECTION FOR THE PRESS AT 11:30 A.M. (See Pg. 2).		
Wednesday March 5 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Rosette Pennington will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Contact: Rosette Pennington, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 5 12:30 P.M. Luncheon	"BLONDE CORINTHIAN" LUNCHEON SHOWING Showing of coordinated Spring fashions, featuring shades of blonde, inspired by the book "The Blonde Corinthian". Cocktail and Evening Gowns--Ceil Chapman. Coats and Suits--Jeanne LeGon of Zelinka Matlick. Hats--G. Howard Hodge. Hosiery--Kayser. Gloves--Fownes. Furs--Esther Dorothy. Sportswear--Carolyn Schmurder. Hairstyles--Ferrantelle of Bergdorf Goodman. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Show Contact: Martha Palmer, SC. 4-5086. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	COOPERATING DESIGNERS	HOTEL PIERRE COTILLION ROOM
March 5	HATTIE CARNEGIE'S COLLECTION FOR THE PRESS AT 3:30 P.M. (See Pg. 2).		
March 6	HENRI BENDEL'S COLLECTION FOR THE PRESS AT 10:30 A.M. (See Pg. 2).		
Thursday March 6 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Hats In The Ring"--Peg Fischer will present a collection of Spring millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG FISCHER	HOTEL PLAZA TERRACE ROOM
March 6	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR THE PRESS AT 2:30 P.M. (See Pg. 2).		
Friday March 7 5:30 P.M.- 7:30 P.M. Cocktails	RESIDENT BUYERS' PREVIEW: 1952 SWEATER COLLECTION Informal showing of Jantzen's complete 1952 sweater collection at a cocktail preview for resident buyers. By invitation only. Contact: Meryle Allen, LO. 4-2820.	JANTZEN	350 FIFTH AVENUE ROOM 5101
Friday March 7 7:00 P.M. Dinner	RUBY BALL FOR FORTIETH ANNIVERSARY The Advertising Women of New York will celebrate their Fortieth Anniversary with a formal dinner-dance. Guests will wear shades of ruby. Price: \$15.00 (including tax and tip). Contact: Mary K. Heeren, Chairman, of Ruby Ball, Advertising Women of New York, Inc., 1233 Sixth Avenue, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	WALDORF-ASTORIA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 10 11:00 A.M.	PRESS PREVIEW OF FRENCH ORIGINALS The press will be invited to a preview of Henri Bendel's French originals. By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	3RD FLOOR
March 10	BONWIT TELLER'S CUSTOM COLLECTION FOR THE PRESS AT 3:00 P.M. (See Pg. 2).		
Monday March 10 4:30 P.M. Cocktails	PRESS SHOWING OF HOWARD GREER FASHIONS Jay Thorpe will present a press preview of Spring and Summer fashions from Howard Greer of California. By invitation only. <u>Showing to customers on Tuesday, March 11, at 2:30 P.M.</u> Howard Greer will be present at both showings. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Monday March 10- March 13	INTERNATIONAL BEAUTY SHOW FOR 1952 Thirty-third annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling and showings of the newest coiffures. Price: \$1.20. Contact: Joseph Byrne, International Beauty Show, 19 West 44th Street, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW	HOTEL STATLER
Beginning Monday March 10- March 16	EIGHTH ANNUAL ANTIQUES SHOW The eighth annual National Antiques Show will be held, beginning Monday, March 10 through March 16. Admission: \$1.50 (tax included). Publicity: Walter Kaner Associates, PE. 6-0380.	NATIONAL ANTIQUES SHOW	MADISON SQ. GARDEN EXPOSITION HALL
Beginning Monday March 10- March 19	ANNUAL AMERICAN TOY FAIR The forty-ninth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also, the permanent showrooms at 200 Fifth Avenue, and 1107 Broadway. Publicity: Ruth Millard, OR. 5-1141.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
Tuesday March 11 9:00 A.M.	SPRING MILLINERY AT PRESS SHOWING "Beauty Goes To Your Head"--Spring millinery roundup by Martin's will be presented to the press. By invitation only. <u>Showing to public: Thursday, March 13 at 2:00 P.M., 5th Floor.</u> Publicity: Juli Daves, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
Tuesday March 11 12:30 P.M. Luncheon	SHOWING OF TRAINA-NORELL FASHIONS DURING LUNCHEON Presentation by Saks Fifth Avenue of Traina-Norell fashions during luncheon. Press by invitation. Public by reservation; contact: EL. 5-7565. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday March 11 4:30 P.M. Cocktails	COCKTAIL PARTY FOR MAGAZINE EDITORS Aronowicz will introduce his Paris-inspired fur designs at a cocktail party for the magazine press. By invitation only. Publicity: Frances Healy, PL. 7-5809.	ARONOWICZ, INC.	19 WEST 57TH STREET SALON
Tuesday March 11- March 12	SEMI-ANNUAL LEATHER SHOW Fortieth semi-annual leather show, displaying new leathers and colors for Fall and Winter. Contact: Tanners' Council, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday March 11 7:00 P.M.	"FUNDAMENTALS OF PUBLICITY" COURSE The 10-week Spring semester of the "Fundamentals of Publicity" Course will cover phases of media, angles of publicity. Fee: \$15.00. Contact: Publicity Club of N.Y., Room 208, Hotel Shelton, PL. 5-4000.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.
Beginning Wednesday March 11- May 27 7:00 P.M.- 8:40 P.M.	WRITERS' AND EDITORS' WORKSHOP The City College Adult Education Program will offer a twelve-week workshop, to be conducted by Beatrice Schapper. Actual practice in preparation of material. Fee \$18.00. Contact: Extension Division, City College, Convent Avenue & 139th Street, AU. 6-7592.	CITY COLLEGE ADULT EDUCATION PROGRAM	CENTRAL COMM. HIGH 214 E. 42ND ST.-RM.306
Wednesday March 12 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
Wednesday March 12 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING Bettina Ballard, fashion editor of "Vogue", will report on the French Spring collections and commentate on the showing of imports selected by her for their fashion significance, and presented by the Ready-To-Wear committee. Co-Chairmen: Nancy Maxwell and Elizabeth Ritter. Price: \$5.50 for members. No guest tickets available. Contact: The Fashion Group, Inc. CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday March 12 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Showing of Spring and Summer beachwear, suits and coats, cocktail and formal gowns. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ELSE FRITZ, INC. (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Wednesday March 12 12:30 P.M. Luncheon	LUNCHEON SHOWING OF GOTHE SPRING FASHIONS Bonwit Teller will present a collection of David E. Gottlieb fashions for Spring, designed by Gothe. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Gothe Publicity: Nona James, CH. 4-7658. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 13 12:15 P.M.; 6:00 P.M.	SHOWING OF FRENCH HATS AND COPIES "Lequel Est L'Original" --Saks 34th Street will present original French millinery and Saks 34th carbon copies. Press invited. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR MILLINERY SALON
Thursday March 13 1:00 P.M. Luncheon	SHOWING OF SPRING HATS DURING LUNCHEON "Spring Caprice"--Anita Andra will show a collection of Spring and Summer millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Anita Andra Contact: PL. 9-1822. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANITA ANDRA	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 13 4:30 P.M. Cocktails	PREVIEW OF FRENCH HATS BY ROSE VALOIS Edmee Chapelle will invite the press to the first American showing of hats by Rose Valois. Accessories will include scarfs and stoles, imported by Edmee Chapelle, and gloves by Andre S. David. By invitation only. Savoy-Plaza Publicity and Fashion Show Contact: Claire Wilson, EL. 5-2600.	CHAPELLE, INC. (11 EAST 38TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FL.
Thursday March 13 6:30 P.M. Supper	MEN'S FASHIONS AT BEEFSTEAK PARTY The press and trade will be invited to a beefsteak and beer party at Jacob Ruppert Brewery and showing of men's fashions for Spring and Summer coordinated with David Crystal dresses and sportswear for women. Menswear: Izod of London--sportshirts; Prince Igor--neckwear; Golf-Eze--trousers; Bassett Ltd.--outerwear; Westbrook Clothes; MacKenna-sportcoats; Clinton Swan--leisure wear; Mark Cross--accessories; Knothe--pajamas; Rabhor--robes; Taylor-Made--shoes; L'Orle--toilettries; Benrus--watches. By invitation only. Publicity: Sandy M. Pitofsky Associates, MU. 6-2523.	MENSWEAR MANUFACTURERS	FATHER KNICKERBOCKER 1639 3RD AVE.(92 ST.)
Friday March 14 10:30 A.M.	SPRING FASHIONS FOR TALL GALS A press showing of tall gals fashions for Spring. By invitation only. Contact: Clare Gold, MU. 8-1362.	TALL APPAREL	37 WEST 57TH STREET 5TH FLOOR
Sunday March 16- March 22	INTERNATIONAL FLOWER SHOW Contact: R. B. Farnum, PL. 7-0915.	HORTICULTURAL SOCIETY AND N.Y. FLORISTS	GRAND CENTRAL PALACE LEX. AVE. & 46TH ST.
Monday March 17 10:00 A.M.	PREVIEW OF FRENCH & ITALIAN MILLINERY Gimbels will present a private press preview of American reproductions of French and Italian millinery originals from Paris--Albouy, Simone Cange, Denise Charbaud, Marie Christiane, Janette Colombier, and Gilbert Orcel. Italy--Biancallani and Cesare Canessa. By invitation only. Show will be repeated for public on <u>Monday, March 17 at 2:30 P.M. and 5:30 P.M., 4th Floor.</u> Publicity: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR CONFERENCE ROOM
Monday March 17 10:00 A.M.- 5:00 P.M.	PRESS PRVIEW OF PRINT EXHIBITION The Brooklyn Museum's Sixth National Print Annual Exhibition. By invitation only. Members' Preview: Tues., March 18, 4:00 P.M. to 7:00 P.M. Open to public: Wed., March 19 through May 18. Publ.: John Gordon, NE. 3-5000.	BROOKLYN MUSEUM (EASTERN PARKWAY)	2ND FLOOR PRINT GALLERIES
Monday March 17 4:00 P.M.	"INSPIRATIONAL PREVIEW" FABRIC FASHION SHOW Crompton-Richmond will present their fourth annual fashion show, featuring 60 original fashions in Crompton velvet, corduroy and velveteen, created by leading French, English, Italian and American couturiers. Imported Fashions: London--Hardy Amies; Lachasse Ltd.; Paris--Pierre Balmain; Jean Desses; Christian Dior; Jacques Fath; Hubert de Givenchy; Gres; Jacques Griffe; Castillo of Lanvin; Manguin; Jean Patou; Madeleine de Rauch; Bernard Sagardoy; Italy--Giorgio Avolio; Vanna; Jole Veneziani, American fashions by Fira Benenson; Bonnie Cashin; Howard Greer; Philip Hulitar; Don Loper. By invitation only. Publicity: Murrow McCurnin, LO. 4-2900.	CROMPTON-RICHMOND CO.	WALDORF-ASTORIA GRAND BALLROOM
March 17	ST. PATRICK'S DAY (Monday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 19 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Fashion models and their own children will wear town and country clothes from McCreery's. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Price: \$3.25 plus rummage, for the benefit of the Spence Chapin Corner Shop. McCreery Publicity: Georgine Thomson, WI. 7-7000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JAMES McCREERY	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 12:30 P.M. Luncheon	CHINESE FASHIONS AT LUNCHEON SHOW Mme. Lee-Sun will present custom-made cocktail, evening and lounging fashions in Chinese brocades and Tribute silks, designed by Mme. Lee-Sun in N.Y., and manufactured in Hong Kong. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Mme. Lee-Sun Contact: MU. 2-7816. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MME. LEE-SUN (7 EAST 42ND STREET)	WALDORF-ASTORIA EMPIRE ROOM
March 20	FIRST DAY OF SPRING (Thursday).		
Thursday March 20 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Luncheon showing of Stein & Blaine's custom-order collection, coordinated with furs. Press by invitation. Public by reservation; contact: Pl. 9-3000, Ext. 176. Stein & Blaine Contact: Betty Greenburg, PL.3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE	HOTEL PLAZA TERRACE ROOM
Thursday March 20 4:00 P.M.	ANNUAL FABRIC FORUM FOR 1952 "Parents'" Magazine's annual fabric forum, with a forecast of Fall 1952 trends. Mrs. Beryl Tucker, fashion editor of "Parents'", will analyze fabrics and accessories for children's fashions. By invitation only, for apparel and accessory manufacturers. Contact: Monroe Michels, MU. 5-4400.	PARENTS' INSTITUTE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday March 20 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW The Thirty-Second Annual all-star benefit show and fashion revue of Spring and Summer fashions. Tickets: \$1.50-\$17.50. Contact: CI. 5-7400.	ISRAEL ORPHAN ASYLUM (134 WEST 58TH STREET)	MADISON SQ. GARDEN 8TH AVE. & 49TH STREET
Friday March 21; Saturday March 22	SECOND INTERNATIONAL FASHION REVUE The Second Annual International Fashion Revue at the Chalfonte-Haddon Hall Hotel in Atlantic City will include fashions from 70 leading designers, with 15 nations represented. Director & Commentator: Vyvyan Donner, Fox Movietone News and United Press TV. Admission: \$5.00, for benefit of Costume Wing of Philadelphia Museum of Art. For reservations, contact: Chalfonte-Haddon Hall Hotel, Atlantic City. Publ.: Thelma Beresin and John Lyons of Gray & Rogers, 12 So. 12th Street, Phila., Walnut 2-3636.	CHALFONTE-HADDON HALL HOTEL, ATLANTIC CITY	CHALFONTE-HADDON HALL ATLANTIC CITY, N.J.
Monday March 24 12:30 P.M. Luncheon	SHOWING OF PARIS ORIGINALS & COPIES Presentation of Paris originals, with Gimbels' adaptations, during luncheon. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. This showing will be repeated on <u>Monday, March 24 at 5:00 P.M.</u> ; <u>Tuesday, March 25 and Wednesday, March 26 at 2:30 P.M.</u> , at Gimbels 3rd Floor, Junior Coats and Suits Dept. Publ.: Gay Stearns or Janice Synes, LO. 5-1500, Ext. 600.	GIMBELS	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 25 1:00 P.M. Luncheon	SHOWING OF SPRING SHOES AT BENEFIT LUNCHEON I. Miller & Sons will present a collection of Spring shoes at a luncheon for the Benefit of the Damon Runyon Fund. Tickets: \$12.50. By invitation only. Publicity: Anita Jones, BR. 9-2000.	I. MILLER	WALDORF-ASTORIA SERT ROOM
Wednesday March 26 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Boue Soeurs will present a collection of Spring coats and suits, afternoon and evening dresses, millinery and furs. Press by invitation. Public by reservation; contact: Fashion Show Reservations; TE. 8-8000. Boue Soeurs Contact: PL. 3-8270. Pierre Fashion Dir-Comm.: Nola Luxford, TE. 8-8000.	BOUE SOEURS	HOTEL PIERRE COTILLION ROOM
Thursday March 27 10:30 A.M.	SPRING AND SUMMER FURS AT PRESS SHOW Press preview of Spring and Summer fur fashions from Paris and New York by Revillon Freres. By invitation only. Contact: Jeanne de Pene, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Thursday March 27 12:30 P.M. Luncheon	JANE DERBY FASHIONS AT BENEFIT LUNCHEON Presentation of a collection of Jane Derby fashions for Spring and early Summer at a benefit luncheon for the Nearly New Shop and ten childrens' charities. Press by invitation. Contact: Isabel Crawford, LO. 4-7832. For reservations, contact: Louise Edgar, CO. 5-4448.	BENEFIT OF NEARLY NEW SHOP (938 EIGHTH AVENUE)	HOTEL PLAZA GRAND BALLROOM
Thursday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY FASHIONS Presentation of Laddie Northridge's millinery fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Laddie Northridge Publicity: Donna Cannon, PL. 3-7072. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LADDIE NORTHRIDGE	HOTEL PLAZA TERRACE ROOM
Tuesday April 1- April 4	TWENTY-FIRST NAT'L PACKAGING CONFERENCE Contact: American Management Association 330 West 42nd St., BR. 9-2142.	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY AUDIT. ATLANTIC CITY, N. J.
Wednesday April 2 12:30 P.M. Luncheon	SPRING FABRICS AND FASHIONS AT LUNCHEON Herbert Meyer will present his "Inspiration" cottons in Summer fashions by N.Y. designers and manufacturers. These clothes will be available at leading Fifth Avenue stores. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Herbert Meyer Publ.: Louise Huston, LO. 5-4840. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	HERBERT MEYER, INC. (1441 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday April 2 12:30 P.M. Luncheon	FUR FASHIONS FOR SPRING AT LUNCHEON Presentation of fur fashions for Spring by Aronowicz. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Publicity: Frances Healy, PL. 7-5809. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ, INC.	WALDORF-ASTORIA EMPIRE ROOM
April 10	PASSOVER--FIRST DAY (Thursday).		
April 13	EASTER SUNDAY.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 15 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will hold its Fabrics Division Luncheon Meeting. More details later. Chairman: Susan Eastman. Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday April 16 12:30 P.M. Luncheon	FIFTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards will be presented at the fifteenth annual luncheon. More details later. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 16 12:30 P.M. Luncheon	ARKAY JUNIOR FASHIONS AT LUNCHEON SHOW Bonwit Teller will present a collection of Arkay Junior fashions during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday April 16 12:30 P.M. Luncheon	SHOWING OF ANNA MILLER FASHIONS DURING LUNCHEON Anna Miller fashions for Spring and Summer will be presented by Saks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 16 2:30 P.M.; 7:00 P.M. Dinner	SEVENTH ANNUAL "BRAND NAMES DAY" Conference on brand themes will be highlighted by dinner and presentation of the fourth annual "Brand Name Retailer of the Year" Awards, honoring 100 merchants in twenty retailing fields. Tickets: \$15.00. Contact: Nathan Keats, Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 23 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a collection of Spring and Summer fashions, designed by Mollie Parnis. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 23 12:30 P.M. Luncheon	SHOWING OF SPRING ACCESSORIES AT LUNCHEON Lee Menichetti, designer and manufacturer, will present a collection of Spring accessories. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Lee Menichetti Contact: BR. 9-4585. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEE MENICHETTI (421 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday April 24 12:30 P.M. Luncheon	LACE FASHIONS AT BENEFIT SHOWING The Lace Institute will present lace fashions in dresses, lingerie and accessories, at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Tickets: \$20.00. Press by invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL PIERRE BALLROOM

BALLET...MOVIES...MUSIC...TELEVISION...THEATRE

- Monday
March 3 OPENING: "WOMEN OF TWILIGHT" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Betty Ann Davies and Mary Merrall will star in a new play by Sylvia Rayman. Presented by Joseph Kipness and Jack Hylton. Director: Anthony Hawtrey. Setting: Mary Purvis. Publicity: Dave Tebet, CI. 7-5282.
- Beginning
Monday
March 3 SEVENTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
March 3: Verdi's OTELLO. March 4: Gluck's ALCESTIS. March 5: Bizet's CARMEN. March 6: Puccini's MADAMA BUTTERFLY. March 7: Strauss' ELECTRA. Mat., March 8: Verdi's AIDA. Eve., March 8: Strauss' FLEDERMAUS.
Publicity: Margaret Carson, PE. 6-1200.
- Tuesday
March 4 OPENING: "PARIS, '90" BOOTH THEATRE, 222 WEST 45TH ST.
The Cornelia Otis Skinner solo production will have a four-week N. Y. engagement. Music and Lyrics: Kay Swift. Settings and Lighting: Donald Oenslager. Costumes: Helene Pons. Publicity: Sam Stratton, VA. 6-3310.
- Tuesday
March 4 PREMIERE: "BUGLES IN THE AFTERNOON" (Movie) WARNER THEATRE, B'WAY & 47TH
Cagney Production in Technicolor for Warner Brothers, an adaptation of the Saturday Evening Post story about the U.S. Cavalry's heroic fights against the Indians in the 1870's. Stars: Ray Milland, Helena Carter, Hugh Marlowe, and Forrest Tucker. Director: Roy Rowland. Wardrobe: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Beginning
Tuesday
March 4 FOURTH WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
March 4: CARD GAME, ORPHEUS, THE CAGE, FIREBIRD. March 5: SWAN LAKE, DON JUAN, PICNIC AT TINTAGEL, BOURREE FANTASQUE. March 6: MOTHER GOOSE SUITE, ILLUMINATIONS, BAYOU, FIREBIRD. March 7: THE DUEL, TYL ULENSPIEGEL, LA GLOIRE, LA VALSE. Mat., March 8: CONCERTO BAROCCO, LILAC GARDEN, THE PIED PIPER, FIREBIRD. Eve., March 8: SWAN LAKE, PRODIGAL SON, BAYOU, THE PIED PIPER. Mat., March 9: SERENADE, FOUR TEMPERAMENTS, PICNIC AT TINTAGEL, CAKEWALK. Publicity: Philip Bloom, CH. 4-2185.
- Beginning
Wednesday
March 5;
March 7
12:00 Noon TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW ABC-TV, CHANNEL 7
March 5: Maurice Rentner will present his "Theatre" collection for Spring 1952. March 7: Ruth Hatcher, "Modern Living" needlecraft editor, will discuss and demonstrate facts about crocheting and knitting. TV Fashion Show Coordinator and Contact: Kay Bardsley, CI. 7-5700, Ext. 8907.
- Wednesday
March 5 PREMIERE: "THE BELLE OF NEW YORK (Movie)" LOEW'S STATE, B'WAY & 45TH ST.
Technicolor musical of New York, starring Fred Astaire, Vera-Ellen, Marjorie Main and Keenan Wynn, released by MGM. Producer: Arthur Freed. Director: Charles Walters. Wardrobe: Helen Rose and Gile Steele. Publicity: Herbert Crooker, JU. 2-2000.
- Wednesday
March 12 OPENING: "GOLDEN BOY" ANTA PLAYHOUSE, 245 WEST 52ND ST.
Third in the series of ANTA Playhouse shows will be Clifford Odets play, starring John Garfield and Lee J. Cobb. Directed by Mr. Odets. Settings and Costumes: Paul Morrison. Publicity: Barry Hyams, PL. 7-7327.
- Tuesday
March 25 OPENING: SADLER'S WELLS THEATRE BALLET WARNER THEATRE, B'WAY & 47TH ST.
S. Hurok will present the Sadler's Wells Ballet for a two-week engagement, and will feature twelve N.Y. dance premieres. Performances are scheduled every evening except Monday, with matinees on Saturday and Sunday, and a special matinee on Thursday, March 27. Contact: S. Hurok, 711 Fifth Avenue, PL. 9-6000.